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The Big Department Store

A STORE FOR EVERYBODY

We Support Your School and Heartily Endorse Its Achievements.
SUCCESSFUL IN SERVING THE PUBLIC FOR THIRTY YEARS

The Reason is —
Fair Dealing in Quality Merchandise

HEBER MERCANTILE COMPANY

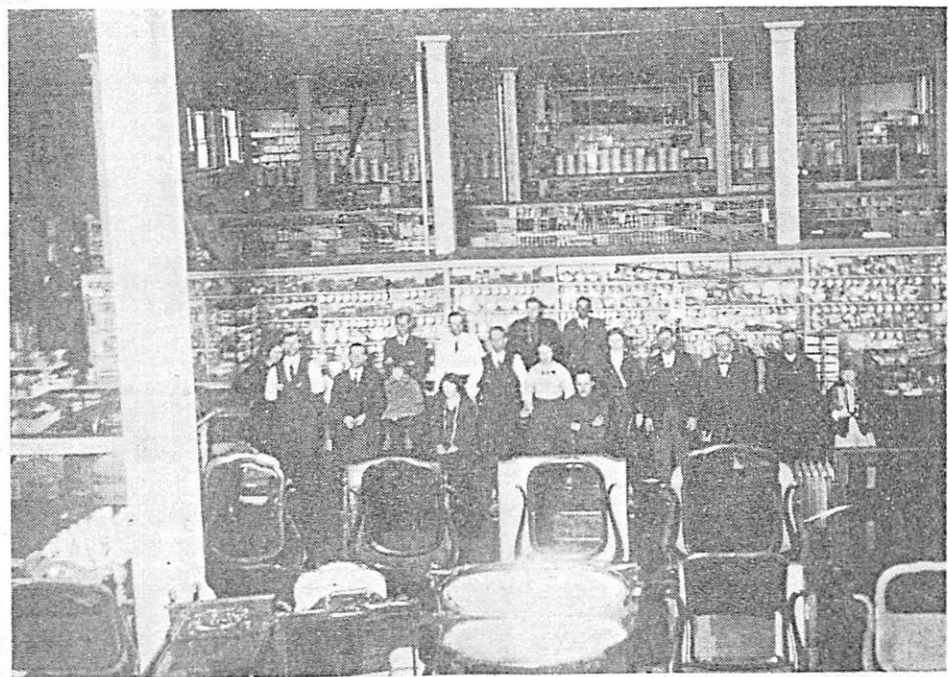
HEBER CITY, UTAH

Page 79

in Salt Lake City in 1868. High prices and less prosperous times prompted Brigham Young and prominent Mormon leaders to introduce the cooperatives in an attempt to secure social and economic justice.⁹ As it was conceived, the plan called for any group of Church members to pool their capital to form a corporation. This corporation then issued shares of stock in a store, and those who held the shares divided the profits on the basis of the amount of stock each held.

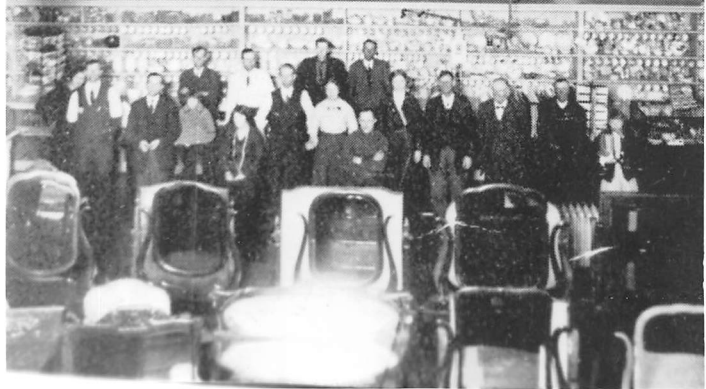
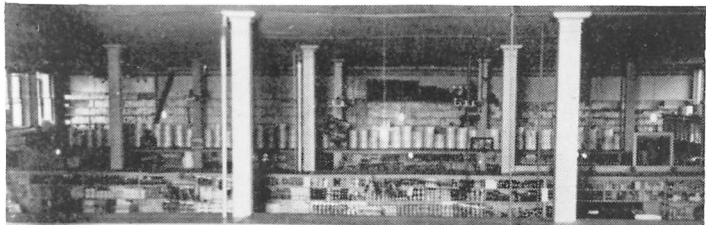
In Wasatch County the motives for adopting the cooperative plan seemed to be a desire to organize sufficient capital for the beginning of business and its expan-

⁹Neff, *op. cit.*, p. 830.



Heber Mercantile

Clerks of Heber Mercantile: E. J. Duke, Robert Duke, A. Y. Duke, Cleone Cord, Nymphus Murdock, Cora Miller, Jay Jensen, Jr., Edward McMullin, George Pyper, Lacy B. Duke, Jos. A. Rasband, manager, and Jos. E. D. Tomilson.



20